

MARKET SEGMENT OF THE FUTURE: MARKETING TO TEENS

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TEEN NUMBERS

You ignore the teen market at your own peril. They are 13% of the total population, 33 million strong, and minority teens make up 35% of the teen market. Back when the boomers were teens, minorities comprised 25% of that age group. The fastest growing segment of minority teens are Latinos, growing six times faster than other teen segments.

TEEN SPENDING POWER

Teens spent \$175 billion in 2003, on average spending \$103 per week. The top four purchases for males were food, soft drinks, candy and clothes; the top four for females were the same but in exactly the opposite rank order.

WHO ARE THEY?

They are media savvy, but optimistic, not as cynical as Gen X. They are proud bargain hunters (Target!) and they look for quality in their favorite brands. For younger teens, you can appeal to them using the word "teen" but for older teens, the word is not OK.

They are all tech savvy, comfortable with all their media options and they are great multi-taskers (e-mail, TV and cell phone). They are unwired.

ELECTRONIC HABITS

While the mall still rules (spending \$48 per visit for teens age 14-17), teens also shop online and are the family researcher for products and services. Top 10 teen Websites are originalicons.com; bluntruth; teenpeople; firehot-quotes.com; buddy4u.com. Last year cell phones topped their gift list more than any other electronic gadget. 74% of teens on-line use Instant Messaging.

7 TIPS FOR TARGETING TEENS

1. Use electronic, interactive media
2. Offer control and personalization
3. Speak their language (and use teens to tell you what that language is rather than dredging up your own ideas of what's "cool.")
4. Attend to graphics – bright and splashy
5. Provide purchase choices
6. Offer "tell a friend" incentives
7. Offer coupons